January 2, 1939

Lincoln Month
No. 526

MONDAY MORNING MESSAGE
To Lincoln Life Field Men

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

# The Program for Lincoln Month

MOST Lincoln Life representatives have become so sold on Lincoln Month activities through their own successful participation that everyone now plans his February activities well in advance. He, therefore, awaits with considerable interest the Message which announces the particular material and activities open to him in February. He has found himself in a unique position in his community. He is more than the Lincoln Life man; he is the **Lincoln** man. Because his Company sponsors the Lincoln National Life Foundation and because his Home Office building houses the most complete library of Lincoln literature in existence, he can do things in Lincoln month which no one else can do.

Here are some of the ways in which you can be helpful to your community in observing Lincoln's birthday and yet, at the same time, create desirable publicity and useful personal contacts for yourself:

### *Lincoln Occupations Display*

Displays have been the most effectively and widely used publicity medium in February. This year for the first time the new *Lincoln Occupations* display is available.

This large and impressive display is designed for exhibition in—

- Large store windows.
- Lobbies of office buildings, stores, banks, hotels.
- In the book or picture section of department stores.
- In public libraries, museums, schools, public buildings, and clubs.

The frame of this display is **permanent** and can be used for framing other displays. The board on which the pictures are mounted is detachable from the frame. Later in the year other boards will be made available to you.

### *Other Displays*

The *Lincoln Hands* display pictured below is highly suitable for—

- Store windows or show cases, especially jewelry stores.

The popular *Lincoln Cabin* display is again available. This has proved particularly suited to—

- Schoolrooms,
- Public libraries,
- Small store windows.

The *International Lincoln* display reproduces pictures of Lincoln by foreign artists. It is suitable for—

- Small store windows,
- On counters or show cases.

## THE LINCOLN HANDS DISPLAY

THESE HANDS GUIDED
THE NATION
1861-1865
The hands of Abraham Lincoln, modeled from life by the sculptor, Volk, in 1860
YOUR NAME HERE
THE LINCOLN NATIONAL LIFE INSURANCE CO.
THE HAND OF LINCOLN
Look on this cast, and know the hand
That bore a nation in its hold.
From this mute witness understand
What Lincoln was,—how large of mold

Replicas of Lincoln's hands modeled in plastic, bronze finish, including descriptive card with agent's imprint. Also "Lincoln's Hands" poem on card. Price complete $2.25. Suitable for display in fine store windows, especially jeweler's.

# LINCOLN OCCUPATIONS DISPLAY

Abraham Lincoln was known as "the Great humanitarian." He knew people. No doubt one reason for this was that he had been engaged in so many occupations himself.

Starting as a farm boy, he was successively a railsplitter, flatboatman, clerk in a country store, soldier in the Black Hawk War, postmaster, surveyor, lawyer, statesman, and, finally, President. His political success was, in a measure, due to the contacts he had made with people in these many occupations.

For the same reason the new Lincoln Occupations display should find a wide field of interest. It should prove to be the most popular display we have yet prepared. The new display pictures Lincoln engaged in each occupation. A touch of color is added this year by including the famous Lincoln and Tad in full color to illustrate Lincoln, the President. Some of the pictures are from old prints; others are reproductions of our own well known paintings.

The over-all dimensions of the frame are 3 x 5 feet. The frame is of heavy wood and silvered. The pictures are mounted upon a sand colored background.

The price of the display complete to you, with agent's imprint card, and including shipping charges, is $5.00. If you already own the frame, the price of the Lincoln Occupations panel alone is $2.50.

Order now so the display will be in your hands by February 1.

The new Lincoln Occupations leaflet, Form 2816 described in this Message, will be available for use with the display.

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### *Things You Can Do*

Here are some of the specific things you can do to make the most of Lincoln Month in your community.

**Use Displays**—Arrange for a Lincoln Occupations display in the most prominent window or lobby available. Place one or more Log Cabin displays in those schools where you wish to gain an entree. Place a Lincoln Hands display in the jeweler's window. Place an International Lincoln display in the windows or on the counters of the drug stores.

**Contact Luncheon Clubs** — Furnish Gettysburg Addresses and small Brady photographs as favors for a Lincoln meeting.

**Contact the Teachers**—Encourage essay contests on Lincoln. Furnish a school playlet. Furnish the teacher with a copy of the "Concise Biography" and the "Little Known Episodes."

**Contact the Principals**—Present the Lincoln portrait offer to the principal of each school.

**Contact Professional Men**—Follow the suggestion for using the Lincoln leaflets among professional men. Perhaps you may wish to present one of the Lincoln mementos shown on the back page to some of your most valuable centers of influence.

**Contact Scout Leaders**—Tell them about the Lincoln pilgrimage. Furnish "Scout Abraham Lincoln" to the troops. They will also be interested in the Lincoln Coin Card.

**Contact Program Chairmen** — You can help program chairmen to arrange their Lincoln day programs. Here are some suggested groups for contact:

Advertising Clubs, American Legion, Athletic Clubs, Bar Associations, Business and Professional Women, Churches, Daughters of American Revolution, Grand Army of the Republic, Historical Societies, Knights of Columbus, Lodges, Luncheon Clubs, Women's Clubs, Young Men's Christian Associations, etc.

### *Lincoln Leaflets*

There are available to you in quantities without cost four-page leaflets which are of special interest to certain groups. Why not contact members of these groups?

**For Teachers**
*100 Outstanding Events in Lincoln's Life (Form 2752).*

**For Scout Leaders**
*Scout Abraham Lincoln (Form 2790).*
*Collecting Lincoln Pennies (Form 2693).*

**For Lawyers**
*Lincoln's Manual for Lawyers (Form 2751).*

**For Executives**
*Lincoln's Manual for Executives (Form 2570).*

**For Public Officials**
*Lincoln's Political Philosophy (Form 2572).*

**For Army and Navy Officers**
*Lincoln's Military Manual (Form 2398).*

**General**
*Lincoln's Occupations (Form 2816).*

# LINCOLN CABIN DISPLAY

The Lincoln birthplace farm in miniature. Built by an old man who lives near the birthplace in Hodgenville, Kentucky, from wood cut on original Lincoln farm. Red earth also taken from farm. When set up exhibit covers space 40″ by 50″. Cost of complete display including imprinted placards—$2.00.

***Special to Schools***

Again this February we shall present free one copy of the famous Lincoln portrait—reproduced in full color, art lithograph, size 16 x 22 inches — to any school whose **principal** makes request. You will receive special instructions from your general agent for handling these requests. This is an excellent opportunity to contact the school principals in your community.

***The Essay Contest***

One Lincoln Month activity in which there is a great deal of interest in the schools is the Essay Contest. This year we have outlined a specific Essay Contest program for use in the eighth grade. The full details for conducting such a contest can be secured from your general agent.

***Boy Scout Pilgrimages***

The birthday of the Boy Scout movement is February 8. For several years the Boy Scouts have fostered a pilgrimage to some Lincoln shrine around this date. The Lincoln Foundation will present a beautiful picture of the statue of Lincoln, President-elect, to each Boy Scout who makes the pilgrimage this February. The Foundation can give you additional information.

Scouts are interested in collecting Lincoln pennies. You will find the Lincoln Coin Card and the leaflet *Collecting Lincoln Pennies* useful.

***Luncheon Souvenirs***

Luncheon tables offer opportunities for small Lincoln mementos. The Gettysburg Address, the small Brady photograph (Form 1966), or one of the small booklets are especially appropriate for this purpose.

There will be many father and son banquets in February. A reproduction in full color of the famous Lincoln and Tad painting might be presented to each son on this occasion. Watch your daily newspapers for announcements of such luncheons or banquets.

***Lincoln Programs***

Committees in charge of Lincoln programs appreciate suggestions or assistance. You are in position to furnish the following material—without charge—for speeches, plays, and programs:

Manuscript address entitled
*Lincoln's Vocations.*

School playlet for children in the 6th or 7th grades entitled
*Why Lincoln Grew A Beard.*

***The Back Page***

On the last page of this Message are listed Lincoln items available for prizes, mementos, or displays. They can be secured through the Supply Section of the Agency department at the prices listed, which are wholesale prices. Use the attached blank when ordering.

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**Important!**

**Consider your Lincoln Month program now. Remember it requires time to make your preliminary contacts, arrange for displays or material. Order early.**

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# INTERNATIONAL LINCOLN DISPLAY

Reproduces in black and white four portraits of Lincoln as foreign artists interpreted him, along with the Brady Lincoln in full color. Over-all size 16″ x 40″. Price of entire display, including agent's imprint—25c.

# LINCOLN MATERIAL

(1) Bust by Volk.
(2) Head by Volk.
(3) Bust by Votering.
(4) White Marbilite Bust.
(5) Right Hand.
(6) Left Hand.
(7) Bust Book Ends.
(8) Rebeck Book Ends.
(9) Book Ends by French.
(10) Letter Opener.

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## ART

**Bust by Volk** ..... $5.50
Actual life size, plastic material, bronze finish, height 18".

**Head by Volk** ..... $2.25
Actual life size, plastic material, bronze finish, for hanging on wall.

**Bust by Votering** ..... $2.00
Plastic material, bronze finish, height 10¼".

**White Marbilite Bust** ..... $1.25
Composition material, for office or home, height 11".

**Rebeck Book Ends** ..... $3.00 per set
Plastic material, bronze finish, weighted black base, height 8½".

**Bust Book Ends** ..... $3.00 per set
Composition, bronze coating, 8" tall.

**Book Ends by French** ..... $8.75 per set
White metal, bronze coating, satin finish, measures 7½" x 5".

**Right Hand** ..... $1.25
Actual life size, plastic material, bronze finish.

**Left Hand** ..... $1.00
Actual life size, plastic material, bronze or ivory finish.

**Gavel** ..... $ .25
Wood from Lincoln's birthplace farm.

**Letter Opener** ..... $ .85
White metal, bronze finish, 10¼" long.

## BOOKS

**Abraham Lincoln, 1809-1858** ..... $2.75
Beveridge's biography is considered among the best. Four volumes.

**Lincoln's Parentage and Childhood** ..... $ .50
Dr. Warren's book is an acknowledged source book of Lincoln's Kentucky years. 392 pp.

**Lincoln's Mary and the Babies** ..... $ .30
Babcock's novel supports the Ann Rutledge story. 312 pp.

**Abraham Lincoln** ..... $ .75
Sandburg's is the most interesting American biography. 604 pp.

**Campaign Life of Lincoln** ..... $...75
Facsimile of earliest and rarest Lincoln biography originally printed in 1860. By Vose. 134 pp.

**True Story of the Gettysburg Address** ..... $ .75
By Tausek. 70 pp.

**Life of Lincoln** ..... $ .75
Herndon's is the most famous Lincoln source book. 511 pp.

**Lincoln's Own Yarns and Stories** ..... $ .75
By McClure, 416 pp.

***See Lincoln Material Order Blank, Form 749L, for Additional Items***